



NEWS RELEASE

Tennessee Regulatory Authority

Media Contact:

Greg Mitchell, (615) 741-2904 ext. 131
Email: greg.mitchell@state.tn.us

Sharon Curtis -Flair, Office of the
Attorney General, (615) 741-5860

Jeff Fishburn, Qsent, Inc.,
(503) 635-5606

For Release: December 17, 2004

*** Consumer Advisory ***

Telemarketing to Wireless Phones: Myth or Reality?

Nashville, Tennessee – Rumors that the telephone numbers of cell phone users will soon be involuntarily made available to telemarketing firms are not true, say officials from the Tennessee Regulatory Authority (TRA) and Tennessee Attorney General Paul Summers.

The rumor, circulating across the Internet via e-mail, claims that beginning in January of 2005, directories containing consumers' cell phone numbers will be available to telephone solicitors which may increase telemarketing calls to wireless customers.

State officials, while assuring the public that the rumor is untrue, also note that wireless cell phones that are used for non-business purposes may be registered in the state's Do-Not-Call program for protection against most telemarketing calls.

"The origins of this rumor are unknown," said TRA Chairman Pat Miller. "However, consumers may add their wireless telephone numbers to the Tennessee Do-Not-Call Registry and have confidence that telemarketers that engage in solicitation activity to any person on the Registry will be investigated."

The Do-Not-Call program was established in 1999 by the Tennessee General Assembly to provide relief from unwanted telephone solicitation calls. To date, over 1.6 million residential telephone numbers are on the Register and enforcement activities have resulted in approximately \$269,000 in settlement agreements with companies for alleged Do-Not-Call program violations.

"We want Tennesseans to know their rights to privacy," Attorney General Summers said. "By registering your cell phone number with the Do Not Call list, you should not be

required to unnecessarily pay for calls or lose limited minutes on your phone plan due to calls that you did not initiate."

The state has learned that around the middle of next year some wireless companies will contact their customers to request permission to publish their wireless numbers in a directory.

Qsent Inc., the company responsible for developing the directory, however, says that it will be up to the wireless customer to determine if their wireless telephone number is published.

For more information about the Tennessee Do-Not-Call program, or to register visit www.state.tn.us/tra. Consumers may also register by telephone by dialing 1-877-872-7030.

#